Section 3
Demand Management

3.1 Introduction

Demand management, or water conservation, is an important part of the Water Authority's water supply portfolio and its diversification efforts for the San Diego region. The Water Authority's water conservation programs: (1) reduce demand for expensive, imported water; (2) demonstrate a continued commitment to the Best Management Practices and Agricultural Efficient Water Management Practices; (3) assist the Water Authority's member agencies to meet the statutory requirements of the Water Conservation Act of 2009 (SBX7-7); and (4) ensure a reliable future water supply.

As the regional wholesale supplier of water to San Diego County, the Water Authority coordinates many of the region's activities and programs to save water. The Water Authority works closely with its member agencies to implement water conservation programs, including the installation of hundreds of thousands of water-saving devices, development of a landscape auditor internship program, and development of a water budget software tool. With the active cooperation of the public and businesses, the region's water-providers are instilling a water conservation ethic in San Diego County. The Water Authority's member agencies, whose direct contact with their retail customers is crucial to implementing conservation programs, partner with the Water Authority and take a proactive approach to educate and work with their customers to save water. Since 1991, over 656,000 AF of water has been conserved through the region's conservation programs, including 65,000 AF in 2010.

3.2 Senate Bill 7 of the Seventh Extraordinary Session of 2009

SBX7-7 was enacted to require retail urban water agencies within the state to achieve a 20 percent reduction in urban per capita water use by December 31, 2020. (Water Code Section 10608.20). The Water Authority is a wholesale agency not directly subject to these requirements. However, the law requires that the Water Authority, as the wholesale supplier, support its retail member agencies' efforts to comply with SBX7-7 through a combination of regionally and locally administered active and passive water conservation measures, programs, and policies, as well as the use of recycled water. (Water Code Section 10608.36).

Examples of active measures and programs include residential and commercial water use surveys and education programs. Active water conservation management strategies cited in the Water Authority's *2015 Business Plan* include participation in Metropolitan's regional programs and coordination on behalf of the member agencies, partnerships with San Diego Gas & Electric (SDG&E) on water and energy programs, and incentives to businesses and property owners based on actual water savings. Passive water conservation management strategies cited in the business plan include programs that encourage long-term behavior change towards measurable reductions in outdoor water use; increase the landscape industry's basic knowledge regarding the interdependency

between water efficiency design, irrigation design, and maintenance; and participation on statewide, national, and industrial committees to advance behavior-based conservation strategies. Additional passive programs and policies include outreach activities, plumbing code changes, legislation, and conservation-based rate structures.

The use of these active and passive water conservation measures, programs, and policies will facilitate market transformation within the region and promote the behavioral change that is at the core of the Water Authority's long-term conservation planning. Section 5.4, "Water Recycling," includes a discussion on recycled water and its role in helping the region achieve the water use reductions required under SBX7-7.

3.3 Water Conservation Achievements

This section provides information on the Water Authority's recent achievements in water conservation. These programs and activities provide a foundation for the existing and future measures, programs, and policies discussed in Section 3.4 below that will support the member agencies' efforts to comply with the requirements of SBX7-7.

3.3.1 Grant Funding

The Water Authority supplements funding of its water conservation programs through the use of grant funding. Recently, the Water Authority was awarded private, state, local, and federal grants with a cumulative value of more than $5.4 million. Grant funding sources include the Bureau of Reclamation, DWR, and the Hans and Margaret Doe Charitable Trust. Examples of the types of programs awarded grant funding are shown in Table 3-1.

Table 3-1. Types of Programs Awarded Grant Funding

Water Budget Software Development	Water-Efficient Landscape Design CD
Landscape Water Use Evaluations	Water-Efficient "How-To" Guides
Water-Efficient Site Retrofits Assistance	Assistance For Irrigation Improvements
Landscape Auditor Internship Program	Sustainable Landscape Retrofits

3.3.2 Water Conservation Summits

Three Water Conservation Summits (2006, 2007, and 2009) were held to bring regional water and land use agencies and urban landscape stakeholders together to shape the future of water conservation in the region, outline the actions needed to change the conservation ethic, and demonstrate how to implement water conservation programs.

The first summit, held in 2006, focused on development of water conservation policies and practices for San Diego County. The desired outcome of the symposium was to increase market supply and demand for water-efficient landscaping in San Diego County. The second summit, held in 2007, urged the implementation of the many concepts for water conservation generated at the 2006 summit and focused on taking immediate action to change the public's conservation ethic.

The 2009 summit was held just before the implementation of regional mandatory water restrictions and cut backs. This "how to" summit provided attendees with the latest information on supply issues, impacts on San Diego County, best management practices (BMPs) for industries, and business opportunities and trends. The Water Authority also introduced its new regional water conservation brand, "WaterSmart," at the summit.

3.3.2.1 Blueprint for Water Conservation

In response to input from participants at the water conservation summits, the Blueprint for Water Conservation (Blueprint) was drafted in 2007 to help the Water Authority, its member agencies, and the Water Conservation Garden to comprehensively plan for and implement conservation efforts and programs. The programs were designed to incorporate the requirements and strategies of conservation-related planning documents, including the Water Authority's 2005 Plan, CUWCC's BMPs, Agricultural Efficient Water Management Practices, Assembly Bill (AB) 2717 Landscape Taskforce, and AB 1881. The Blueprint outlined strategies for saving water in landscaping, indoor uses, and agriculture, and although many of the Blueprint's key strategies and actions are complete, several elements – particularly long-term initiatives targeting outdoor water use – are still in progress.

3.3.3 Accelerated Public Sector Water Efficiency Partnership Demonstration Program

The Accelerated Public Sector Water Efficiency Partnership Demonstration Program, administered by Metropolitan, offered financial incentives to public agencies to implement immediate water efficiency measures for conservation and water recycling. In the San Diego region, the Water Authority coordinated the participation of 28 public sector agencies to participate in the program. The agencies received nearly $1 million of program funding for water efficiency improvements through device-based retrofits, audits, and recycled water hook-ups.

3.3.4 San Diego County Fair

Since the early 1990s, the Water Authority has provided water-efficient landscape exhibits, displays, and/or awards at the San Diego County Fair as a means to educate the public about water-efficient landscape practices. In the past, the Water Authority would install its own landscape exhibit; however, today the Water Authority partners with a regional botanic garden or horticultural institution on the landscape exhibit. Doing so provides a means for the Water Authority to support other influencers in the region.

In addition, the Water Authority presents a WaterSmart Landscape Award to the exhibit that best exemplifies a WaterSmart landscape through eye-catching colors, textures, and designs. The award and its monetary prize encourage landscape exhibitors to install water-efficient gardens, thus increasing the public's exposure to the beauty and potential of a WaterSmart landscape.

3.3.5 Model Water Efficient Landscape Ordinance

The Water Authority and the Conservation Action Committee (CAC) provided technical feedback to DWR on its Model Water Efficient Landscape Ordinance. In early 2007, the Water Authority tasked the CAC's Model Ordinance Group with developing a regional model for adoption by the cities in the region and the county of San Diego. In 2009, DWR updated its own model. The group's initial work

on a regional model and its feedback to DWR on the state model is credited with shaping the final ordinance. The group was comprised of stakeholders that represented various areas, including landscape architects, the county, cities, water agencies, soil experts, and landscape contractors.

3.3.6 Smart Water Application Technologies

The Water Authority is one of several water utilities throughout the United States represented on the Smart Water Application Technologies (SWAT) committee, which convenes under the auspices of the Irrigation Association. SWAT is a forum where water utility representatives engage with irrigation industry leaders to jointly identify and promote water efficient irrigation technologies on a national scale. Recent achievements include a standardized testing protocol for weather-based irrigation controllers, including the dissemination of product testing results; as well as progress with developing new protocols for emerging technologies, such as soil moisture–based controllers and other products.

3.4 Water Conservation Programs and Activities

This section provides information on the Water Authority's existing and future measures, programs, and policies to support member agency compliance with SBX7-7, as well as to ensure future water reliability for the region beyond 2020. The water conservation measures, programs, and policies are continually evaluated based on current conditions and adjusted accordingly to support member agency water conservation efforts. The region's programs and activities are funded by multiple sources, including the Water Authority's customer service charge, Metropolitan's water stewardship charge, individual retail member agency charges, and grant funding. The information below provides a description of the water conservation programs and activities being implemented in the Water Authority's service area.

3.4.1 Residential Water Conservation Incentive Programs

The Water Authority implemented its first incentive program for water conserving devices in 1991. From 1991 to 2008 financial incentives in the form of vouchers were used to encourage the replacement of water-wasting devices that would not otherwise be replaced. The program was extremely successful and resulted in the installation of over 500,000 water-efficient toilets, 80,000 high-efficiency clothes washers, and other devices that will generate lifetime water savings of over 383,000 AF.

In 2008, the Water Authority transitioned from operation of its own voucher incentive program to participation in the regional SoCal Water$mart rebate program. The regional program offers rebates for high-efficiency clothes washers, weather-based irrigation controllers, rotating nozzles, and other devices. Through the program over 22,400 high-efficiency clothes washers and 1.5 million square feet of synthetic turf was installed. The installation of these devices and others rebated through the program will generate a lifetime water savings of more than 22,000 AF.

3.4.2 Commercial, Industrial, and Institutional Water Conservation Incentives

Prior to 2008, the Water Authority managed a commercial, industrial, and institutional (CII) voucher program. In July 2008, the Water Authority transitioned from the Water Authority–managed CII Voucher Incentive Program (VIP) to Metropolitan's regional CII Save A Buck Program. Joining the Save A Buck program centralized program administration and reduced overhead costs previously incurred by the Water Authority and its member agencies. Through both the VIP and Save A Buck programs over 56,000 CII water saving devices were installed that provided 18,400 AF of water savings from 1993 to 2009. Examples of the types of CII devices available through the Save A Buck program are shown in Table 3-2.

Table 3-2. Commercial, Industrial, & Institutional Water Conservation Devices

Weather-Based Irrigation Controllers	Central Computer Irrigation Controllers
Large Rotary Nozzles	Rotating Nozzles for Pop-up Spray Nozzles
Commercial High Efficiency Toilets	Ultra Low Water Urinal and Zero Water Urinals
pH-Cooling Tower Conductivity Controllers	Cooling Tower Conductivity Controllers
Dry Vacuum Pumps	Connectionless Food Steamers
Ice-Making Machines	Water Brooms

3.4.3 Water & Energy Pilot Program

In December 2007, the California Public Utilities Commission approved a pilot program between the Water Authority and SDG&E to develop a partnership to implement specific water and energy conservation programs. As part of the pilot program, SDG&E funded the studies necessary to understand more accurately the relationship between water savings and a reduction in energy use. The period for the pilot programs and studies began in January 2008, ran for more than 18 months, and consisted of three phases.

During the first phase, the Water Authority and SDG&E designed the pilot programs. In phase two, consultants were hired to work on the pilots, begin baseline studies, and work with the Water Authority and SDG&E to ensure that the pilot programs produce useful information. In phase three, the Water Authority and SDG&E implemented the pilot programs. The results of the pilot program will be used to determine the benefits that result when water conservation efforts and energy efficiency programs are integrated into one program. Below is a brief description of each component of the pilot program.

3.4.3.1 Large Customer Audits

This component of the pilot program integrated water and energy audit services into one comprehensive audit and included implementation of recommendations on a previous large customer audit where the initial audit recommendations were not acted upon by the customer. The development and implementation of eight integrated water-energy audits for large customers were performed. Preliminary results show significant water and energy savings were achieved through both the implementation of the previous audit recommendations and implementation of the additional eight audits.

3.4.3.2 Managed Landscape

The managed landscape component documented and verified achieved water savings and related energy savings obtained through a guaranteed performance contract with the participant that was based on a pre-implementation audit and work plan. The pilot project focused on efficient use of potable water for landscapes. The pilot involved 13 sites of four acres each. Preliminary results show water savings in excess of 20 percent may be possible.

3.4.3.3 Recycled Water

The recycled water program retrofitted six sites to convert users from a potable water source to a lower energy recycled water source. The Water Authority and its member agencies identified sites with completed retrofit plans that allowed the customer to immediately switch from potable water usage to recycled water usage. Initial results show significant potable water savings for parks.

Once finalized, the results from the pilot program will be used to design future programs that target water and energy partnership opportunities.

3.4.4 Agricultural Water Management Program

Mission Resource Conservation District (Mission RCD) has been under contract to the Water Authority to operate agricultural water management services since 1990 as part of the Water Authority's Agriculture Water Management Program (AWMP). During that time, Mission RCD provided more than 1,700 audits on more than 28,000 acres of avocados, citrus, field flowers, and other fruits and ornamentals. The goal of the program is to provide technical assistance to growers to enable them to irrigate crops as efficiently as possible in order to obtain the maximum economic benefit from limited water resources.

In addition to providing technical assistance, the AWMP provides agricultural audits that include visual observations of the irrigation system, examination of soil and crop materials, pump testing, and answering the grower's questions. A written report is provided that summarizes the irrigation system's hydraulic characteristics and soil profiles, and provides recommendations to improve the overall system efficiency. Local weather data and crop water demand information is also provided. Potential yield improvements and water savings realized from improvements in irrigation efficiency are explained to the grower. Follow-up service is provided to determine if system improvements were implemented and, if not, to encourage implementation of the recommendations. Additionally, the program complies with the requirements of the Efficient Water Management Practices of the Memorandum of Understanding Regarding Efficient Water Management Practices by Agricultural Water Suppliers in California.

3.4.5 Conservation Action Committee

The CAC was created in 2003 by the city of San Diego as a forum to communicate with the landscape industry and property and community managers on issues related to water efficiency. In the following years membership in the CAC increased to include additional retail water agencies. In 2006, the Water Conservation Summit expanded the CAC's purpose to include the following:

- Encourage industries, government, and communities to conserve water and develop tools, programs, and systems to promote water efficiency in the San Diego region.
- Provide a forum to exchange information regarding water efficiency.

- Promote working together for long-term solutions and success.

After the 2006 Summit, the Water Authority began to provide the CAC with administrative support and a more active role in the subcommittees. The CAC includes representation from industry, government, environmental, and community interests. Some of the CAC's and its subcommittees' recent accomplishments include the following:

- As required by AB 1881[1], developed a Regional Model Landscape Ordinance that regulatory agencies utilized as they developed their local ordinances.
- Provided detailed feedback to the state on the state's Model Landscape Ordinance with many of CAC's Ordinance Work Group's recommendations and concerns being addressed in the final document.
- Championed water-related issues at the industry association level.
- Provided feedback to water agencies related to drought ordinances and programs.

Recently, CAC membership conducted an evaluation of its goals and structure, which resulted in the following revised slate of subcommittees to better meet the needs of its membership:

- Landscape Industry Subcommittee
- Commercial, Industrial, and Institutional Subcommittee
- Nursery and Agricultural Subcommittee
- Regulation and Legislative Subcommittee
- Residential Subcommittee
- Outreach and Education Subcommittee

3.4.6 WaterSmart – A Better Way to Beautiful

At the 2006 Water Conservation Summit, a set of six strategies were drafted designed to increase market supply and demand for water-efficient landscaping in San Diego County. These strategies were later incorporated into the Blueprint. Strategy #4, Public Education, recommended development of a branding program to reinforce a common message as part of all public education, website, advertising, conservation programs, and events related to outdoor conservation. Later, the strategy was extended to include all water conservation – indoor and outdoor.

In 2010, the Water Authority officially registered the copyright for the brand's artwork. The brand identity includes a name, logo, and tagline. The logo, the visual representation of the brand, is made up of a simple flower, accentuated by a single water drop. The image promises that it only takes a small amount of water to nourish a healthy and beautiful landscape. The tagline, "A better way to beautiful," encapsulates the ultimate action and benefits of the program.

The accompanying WaterSmart website will support the better way to beautiful message and provide an important tool to educate the region about the ongoing need to use water resources wisely and efficiently in our semi-arid region without compromising beauty. Its goal is to inspire

[1] AB 1881 amended Civil Code §1353.8; repealed and added Article 10.8 (commencing with §65591) of Chapter 3, Div. 1 of Title 7 of the Government Code; added §25401.9 to the Public Resources Code; and added Article 4.5 to Chapter 8 of Div. 1 of the Water Code.

more residents and businesses to permanently reduce their outdoor water use by conveniently demonstrating there is "a better way to beautiful." It shows they can have an attractive landscape that reflects a more water-efficient lifestyle that makes sense for San Diego County, and that others in their community are making this change.

3.4.7 Landscape Auditor Internships

The Water Authority joined with regional water agencies, community colleges, and private-sector partners to implement a landscape auditor internship program to provide students in the San Diego region with career opportunities and on-the-job experience in the area of landscape services. The water agencies benefit through the training of students who are needed to meet a demand for landscape services.

Cuyamaca College administers the program and pays qualified students through a grant, and matching funds are provided by the Water Authority. Cuyamaca College works with other community colleges in the San Diego region to recruit, screen, train, and place students. The interns receive training on a web-driven water budget program that allows water agencies to communicate to their customers landscape water consumption data relative to landscape water needs. Interns also receive training in water conservation principles with an emphasis on landscape audits. Since the internship program began in June 2008, over 4,450 water budgets and landscape area measurements were developed with potential water savings of 2,200 AF.

3.4.8 Water Budgets

The water budget tool software, known locally as the WaterSmart Target, is designed to enable retail water agencies to establish water budgets for irrigation accounts and monitor performance. A water budget is a landscape water use target based on square footage and local climate conditions. The water budget is compared to actual use to gauge performance and identify savings potential.

WaterSmart Target integrates multiple applications such as a geographic information system (GIS) landscape measurement tool, consumption data import tool, water budget report function, and California Irrigation Management Information System (CIMIS) weather reads to provide a one-stop water budget engine for agencies. The 14 agencies with access to the tool collectively developed over 2,600 measurements and 1,200 budgets.

The Water Authority, in partnership with the Rincon del Diablo Municipal Water District, implemented a residential water budget pilot program that provided landscape water budgets to 250 high water use customers within the Rincon del Diablo Municipal Water District's service area. The goal of the program was to illustrate the cost-effectiveness of an integrated water budget approach on large, single-family lots. The program consisted of three phases – recruitment, audits and retrofits, and evaluation. Funding for this program was provided by Metropolitan and the Bureau of Reclamation.

3.4.9 Smart Landscape Evaluations and WaterSmart Irrigation Check-Ups

The Water Authority makes available smart landscape evaluations to assist single- and multi-family customers and businesses of participating agencies to identify indoor and outdoor water savings opportunities. Technicians review indoor fixtures and evaluate the performance of the site's

irrigation system and provide the customer with a list of recommendations to improve water efficiency, including plant alternatives and a proposed watering schedule. The service is provided at no cost to the customer.

3.4.10 Water Conservation Garden

The Water Conservation Garden opened to the public in 1999 with the goal of educating the public about the steps they can take to conserve water in the landscape. It occupies 4.5 acres adjacent to Cuyamaca College in the eastern part of the county. The Garden includes 16 different gardens and exhibits and provides school-education outreach, low-water-use classes, and community events. The Water Authority joined the Garden's Joint Powers Authority in 2001 and continues to provide support to the Garden in its efforts to promote water efficiency in the landscape sector.

3.4.11 San Diego Botanic Garden

The San Diego Botanic Garden (formally known as Quail Botanical Garden) is a well-established garden in the north-coastal area of San Diego County. For the past few years, the Water Authority supported the Botanic Garden as a corporate partner. In addition, the Water Authority and the Botanic Garden collaborated on the development of garden and school education videos as well as landscape exhibits for the San Diego County Fair. An important goal in the mission of the Botanic Garden is to promote sustainable use of natural resources. Low-water-use plants and water-saving technologies and displays make up the majority of the gardens. The Botanic Garden also provides classes on water conservation–related subjects throughout the year in an effort to reduce outdoor water use in the region.

3.4.12 California Urban Water Conservation Council

The CUWCC was created in 1991 through a Memorandum of Understanding (MOU) Regarding Urban Water Conservation in California to increase water use efficiency statewide through partnerships among urban water agencies, environmental organizations, and other private entities. The CUWCC's goals are to integrate urban water conservation BMPs into the planning and management of California's water resources to reduce long-term water demands. Some of the early programs to address the BMPs provided financial incentives to retrofit high water-use toilets with ultra-low-flush models and to distribute low-flow showerheads to consumers.

The Water Authority has been in full compliance with the Wholesaler BMP Reports since 1992. Most of the Water Authority's member agencies are signatories to the MOU and submit biennial BMP reports to show compliance with the appropriate retail water agency BMPs. In accordance with DWR's *2010 Guidebook to Assist Urban Water Suppliers to Prepare a 2010 Urban Water Management Plan*, Section E: Demand Measurement Measures and Best Management Practices (BMP), CUWCC BMP Annual Reports, the Water Authority has submitted its 2009 and 2010 BMP annual reports. **Appendix D** contains the Water Authority's BMP reports, and documentation from the CUWCC that the Water Authority is on track in its BMP compliance for the 2009 and 2010 reporting period.

In 2007, the CUWCC actively pursued updates to the MOU, Bylaws, and BMPs. The CUWCC formed committees to evaluate and update the existing BMPs. Water Authority and member agency staff actively participated on the BMP revision committees to draft revised BMPs. In June 2010, the CUWCC reorganized their 14 BMPs into five categories. The first two categories, utility operations and education, are "Foundational BMPs" considered to be essential water conservation activities

that all agencies should implement. The remaining three categories are termed "Programmatic BMPs" and are organized into residential, CII, and landscape categories.

Additional compliance options were also added to the traditional BMP checklist approach, including a Flex Track (performance-based) and a daily per capita water use approach. Signatories are required to comply with the CUWCC BMPs through 2015. After 2015, the BMPs sunset and compliance with the SBX7-7 targets is required for retail water agencies. Table 3-3 shows the re-organization of the BMPs.

Table 3-3. Previous and Revised BMPs

Previous BMP Number and Name		Revised BMP Number and Category	
1.	Water Survey Programs for Single-Family & Multi-Family Residential Customers	3.	Residential, Programmatic
2.	Residential Plumbing Retrofit	3.	Residential, Programmatic
3.	System Water Audits, Leak Detection and Repair	1.	Utility Operations, Foundational
4.	Metering with Commodity Rates for All New Connections & Retrofit of Existing Connections	1.	Utility Operations, Foundational
5.	Large Landscape Conservation Programs and Incentives	5.	Landscape, Programmatic
6.	High-Efficiency Clothes Washing Machine Financial Incentive Programs	3.	Residential, Programmatic
7.	Public Information Programs	2.	Education – Public Information Programs, Foundational
8.	School Education Programs	2.	Education – Public Information Programs, Foundational
9.	Conservation Programs for Commercial, Industrial, and Institutional Accounts	4.	Commercial, Industrial, and Institutional; Programmatic
10.	Wholesale Agency Assistance Programs	1.	Utility Operations; Foundational
11.	Retail Conservation Pricing	1.	Utility Operations; Foundational
12.	Conservation Coordinator	1.	Utility Operations; Foundational
13.	Water Waste Prohibition	1.	Utility Operations; Foundational
14.	Residential ULFT Replacement	3.	Residential; Programmatic

In 2010 the position of Chair of the CUWCC's board of directors was held by a representative of the Water Authority. The Water Authority is also represented on many of the CUWCC's committees, including Utility Operations, Residential, CII, Landscape, Research and Evaluation, Education, and Finance and Governance.

3.4.13 Public Outreach

In response to shortage conditions, the Water Authority launched an aggressive outreach campaign in June 2007 branded as the "20-Gallon Challenge." The outreach campaign was a multi-faceted approach to educate the community on the short- and long-term water supply challenges, specific tips to save water, and resources available to implement those changes. Tactics to achieve a targeted 56,000 AF of voluntary savings included traditional advertising, media relations, online communications, water agency relations, education curriculum and contests, government relations, and community outreach.

In addition to the activities related to the 20-Gallon Challenge, other Water Authority outreach activities include the following:

- Conducting research on the public's knowledge of water issues, attitudes towards water-efficient landscaping, and influencers.
- Developing a regional conservation brand.
- Developing a long-term implementation plan designed to change perceptions about water-efficient landscapes and spur market transformation.
- Developing a Community Associations How-To Guide for WaterSmart landscaping.
- Funding the Water Conservation Garden to provide educational classes.
- Participating in and sponsoring awards at the San Diego Flower and Garden exhibit (San Diego County Fair):
    - Creating annual landscape exhibits that showcase the beauty of water-efficient landscapes.
    - Providing landscape award to the exhibit that best exemplifies WaterSmart principles as a means to encourage exhibitors to install water-efficient landscape exhibits.
- Developing the "Gardens of Ideas" video (contracted with San Diego Botanic Garden).
- Participating in community events to provide conservation outreach.
- Sponsoring the San Diego Home and Garden Show.
- Developing and providing school education materials, presentations, and workshops to promote conservation. Examples include:
    - "Be Water Smart," a water conservation video for 4th-6th grade students.
    - K-6th grade musical assembly titled, "H_2O, Where Do You Go?" that emphasized water conservation.
    - Traveling library K–6th grade program.
        - 3rd-grade classroom presentation that covers water sources and conservation.
        - Library kiosk with interactive panels.
        - Books for participating school libraries.
    - Funding Splash Science Mobile Lab.
    - Developing and funding "Water-Wise Gardening" workshops for teachers.
    - Administering a "School Pledge Promotion."

  - Administering a youth merit patch program for scouts that teaches children about water supply and conservation.
  - Developing and funding an exhibit at the Reuben H. Fleet Science Center.
- Educating the region on various water-related subjects via a speakers' bureau.

3.5 Conclusion

Water conservation continues to play a central role in the Water Authority's efforts to maximize the reliability of the region's water supply through supply diversification. The historical achievements in water conservation discussed in Section 3.3 provide a foundation for the existing and future measures, programs, and policies outlined in Section 3.4. Moving forward, the Water Authority will support its member agencies' efforts to comply with the GPCD reductions required under SBX7-7 through various means, including a continued emphasis on behavioral change and market transformation.